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Tamblyn and Brown, Firm, New York

Raising money

[New York]

[1921]

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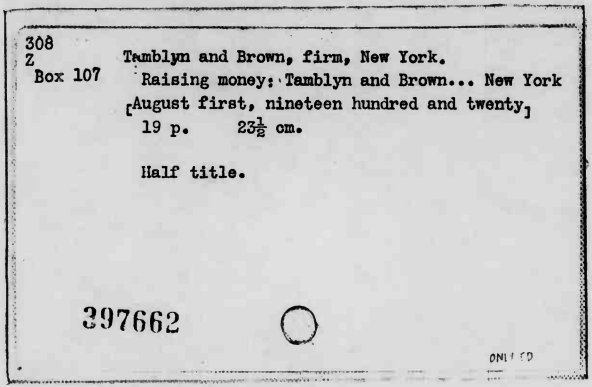

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Raising Money

TAMBLYN AND BROWN
116 West Thirty-Ninth Street
NEW YORK

308
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Box
107

21 May 1923 Sun

August First

Nineteen Hundred and Twenty

IS the old method of financial campaigning no longer effective among your constituency?

Is the "intensive drive" a failure as a means of raising money in your community?

Is the institution or organization in which you are interested unable to finance its work?

Is its way to wider usefulness blocked by lack of funds?

Colleges, hospitals, churches, civic, charitable, social service, welfare and fraternal organizations generally throughout the country are facing conditions of such emergency.

Their usual avenues of public appeal were closed by the stress of war.

The accumulated needs of the war period have been vastly increased by present economic conditions, and a crisis is at hand.

Old Methods Obsolete

Old methods of fund production for such causes are no longer effective.

Personal solicitation by executives within a limited circle of wealthy individuals—the oldest method—has ceased to produce results commensurate with the time and energy expended. It fails utterly in the sort of publicity that is essential to popular support.

The "intensive drive," which the emergency of war evolved, made effective use of democratic methods of publicity and the appeal of patriotism. But many elements that made it successful *then* no longer serve *now*.

Today, the appeal of war necessity is wanting.

Today, the temporarily assembled force of untrained workers does not suffice.

Today, the lack of expert direction is fatal.

Today, skilled and experienced guidance, economy of operation, an efficient organization, the co-operation of a trained and permanent staff, convincing publicity and

exhaustive knowledge of the science of fund production are essential to success.

How We Can Help You

These requisites the firm of Tamblyn and Brown is prepared to supply to its clients.

It raises funds at no greater expense than 5 or 6 per cent.—no more than the cost of borrowing similar sums for a single year.

Its senior member has raised more than $30,000,000 within the last four years at an average cost of less than 4 per cent.

During 1920 the firm conducted three College campaigns, in one of which a million dollars was raised at an expense to the institution of less than 5 per cent.

In another, more than a million dollars was raised at an expense of less than 4 per cent.

The third is still in progress.

The average cost of raising more than two million dollars was 4½ per cent.

To have borrowed for only one year the sum so raised would have cost these two institutions over $120,000 at the commercial rate of 6 per cent.

Tamblyn and Brown do not care to be identified with any campaign in which a million dollars is the objective, where the total expenses exceed 5 per cent. They prepare detailed estimates of the expenses of campaigns and have never exceeded such figures when given full charge and direction.

A Permanent Organization

The firm is the only one similarly engaged that maintains so large a permanent, paid staff of trained campaign directors, special writers and publicity experts. Five men and five women—college bred and widely experienced in various fields of publicity and campaign work—are regularly associated with the firm.

These men and women are under regular salary for 12 months each year. They are not picked up from the "army of unemployed" at a moment's notice in order to meet the temporary requirements of a campaign. They are writers and campaigners of intelligence who are devoting their lives to raising money for such institutions and organizations as modern civilization demands. They are associates of the firm who

are trained in its methods and imbued with its spirit.

The office maintains an ample corps of typists and is equipped with modern mechanical appliances for handling mailings and every detail of campaign management, however extensive.

Under the firm's system, a worthy cause. a good record, a definite need for money and full accord and co-operation on the part of executives and governing boards will insure successful fund production.

The New Way

In meeting the demands of modern fund production Tamblyn and Brown have combined with the best features of "war drive" methods the newer practice which extensive experience and careful investigation have shown to be most efficient.

The new method utilizes an institution's normal constituency as an organized corps of workers, thus shifting the burden from executives to a wider circle of workers. The firm has enrolled 50 per cent. of the alumni of a college or of those directly interested in, or benefited by, an institution as active workers.

Such a system broadens the sphere of influence and support in the most direct and effective way and leaves high-salaried executives free to perform their regular business duties.

Campaign activities are limited to a definite period, and there is built up, through the close association of united effort, the nucleus of a permanent fund-producing organization that remains available for campaign purposes at any future time.

As the solicitation of funds is made by and through the client's constituents—those most intimately familiar with, and concerned in, its work—public confidence is assured and a deeper interest in its aims and possibilities is aroused.

Means for the frankest and fullest publicity are provided through the firm's office staff of expert writers. Unless an institution merits that it cannot expect public support.

A Nation-Wide Service

Full charge of, and responsibility for, every detail of management and executive direction are assumed by the firm in any

section of the country where the center of campaign activity may be located—a service only made possible by its extensive and permanent organization. In addition National Headquarters are provided by the firm in New York without cost to clients.

In brief, the new method of campaign perfected by the firm yields more money and makes more friends for an institution, an association or a cause, *and more economically,* than any other system so far devised. It is not a theory, but a proved success.

Specific details of the various campaigns prosecuted to successful issue will be made available on request.

Publicity

The sympathy and understanding of the public, without which the hope of support is futile, can be secured only by forceful, widespread and intelligently directed publicity.

The publicity prepared by Tamblyn and Brown is designed to be of permanent educational value and to present the principles underlying great educational, philanthropic

and religious undertakings in a way to insure interest and acceptance.

The firm has assembled a permanent staff of publicity experts who have held responsible positions on leading newspapers and magazines in this country and abroad and with large institutions of various kinds. Five are college men and five college women. They are devoting their entire time to the firm's service and are available at all times to the requirements of clients.

The record of the firm—in the field of circular, pamphlet, newspaper and periodical work—is available for inspection on appointment.

Some Publicity Achievements

Expert advertising authorities rate news column publicity as having twice the value of paid advertising matter. These results, secured in recent campaigns directed by the firm, are suggestive of the worth of its publicity methods:

In six weeks of the United Civic Campaign of Philadelphia, directed by Tamblyn and Brown, to raise the 1920 budgets of the Bureau of Municipal Research, the Philadelphia Housing Association, the Civil Service Reform Association, and the Public Education and Child Welfare Association, the firm secured publication of 15 special articles and a total of 50 columns of publicity in the Philadelphia newspapers.

Of this achievement Frederick P. Gruenberg, Director of the Bureau of Municipal Research, wrote:

> It is amazing how successful you were in turning the story of relatively unemotional civic agencies into such form that it made attractive copy for the newspapers. . . . You attacked the problem with consummate skill.

During eight weeks of the campaign conducted by the firm for the Carry-On Association in December, 1919, and January, 1920, a total of 66 columns of newspaper publicity was obtained.

In four months, March, April, May, and June, 1920, of the campaign conducted for Sweet Briar College, Virginia, no less than 100 columns of newspaper publicity resulted.

In appreciation of the type of publicity so obtained, Miss Emilie Watts McVea, President of Sweet Briar, wrote:

> I consider that the publicity in connection with this campaign has benefited not only Sweet Briar, but the cause of education in the South.

In the Colgate University Endowment Campaign conducted by the firm, in the Spring of 1920, two months of its work brought 70 columns of newspaper publicity.

Of this result Allan B. Stearns, Advertising Manager of the New York Telephone Company, and a director of the Colgate University Alumni Corporation, said:

> In view of the shortage of newsprint paper, the multiplicity of financial campaigns and the fact that many papers were declining paid advertising matter at the time, the achievement by your firm in securing 70 columns of newspaper publicity in the Colgate Million Dollar Campaign is one of which you may well be proud.

The totals enumerated above are of clippings actually in possession of the firm and are of record. Except in the case of the United Civic Campaign, they are estimated to cover only from 30 per cent. to 60 per cent. of the total publicity.

These results were secured at a time when the newspapers of the country were forced

to reject paid advertising matter because of the shortage of newsprint paper, and despite the fact that the era of financial campaigns that followed cessation of the world war was at its height.

This same efficient service the firm is prepared to supply in its capacity of Publicity Counselors and Advisors to clients generally.

It is not limited to financial campaigns, but is designed to meet the requirements of all who desire intelligent and effective publicity and counsel in the field of general business enterprise.

THE FIRM

Mr. Tamblyn

George O. Tamblyn, who gives his undivided attention to the executive management of all campaigns, has personally directed more than fifty such financial enterprises in the last six years, in which more than $30,000,000 was raised, and membership campaigns which have obtained more than 3,000,000 members. He has failed to reach the goal set in only five campaigns and has

just concluded the successful campaign for a million dollar endowment and a new gymnasium for Colgate University, of which he is a graduate, in the class of 1903.

Mr. Brown

John Crosby Brown is the Director of Publicity. He has served in that capacity in all of Mr. Tamblyn's campaigns since January, 1919, and now heads the publicity division of the firm. He is a Yale man, the class of 1915.

Associates

The following persons are permanently associated with Tamblyn and Brown:

W. L. Lockwood—Educated at Urbana University, Ohio. Reporter, political writer and Albany correspondent for the Brooklyn Daily Eagle for ten years. Editor of the Daily Saratogian, Saratoga Springs, twelve years. Joined Service Department, National Bank of Commerce in New York, in October, 1918. Engaged in preparation of the bank's publicity and house publications and wrote a 125,000-word history of the bank. Contributor to many magazines and published a volume of Alaska stories.

Joined the staff of Tamblyn and Brown in March, 1920, and had special charge of all publicity in the Colgate million dollar campaign, and in addition prepared, to a large degree, the extensive series of pamphlets used.

J. H. Hutchinson—A.B., Colgate University, and Ph.D., Columbia University. Has had wide experience in financial campaign work. Served in school and college work for five years, and for six years was engaged in investigations and surveys of city and county governments throughout the country, five years on the staff of the New York Bureau of Municipal Research and one year as manager of the Springfield (Mass.) Bureau of Municipal Research. For three years he was engaged in community organization and campaign activities with the War Camp Community Service. Joined Tamblyn and Brown in April, 1920, and carried New York City "over the top" in the Colgate Endowment Campaign.

Byron W. Shimp—A.B., Colgate University, 1917. Personal Secretary to President Elmer B. Bryan, of Colgate University, during college course; Field Secre-

tary Atlantic Division American Red Cross, 1917; Assistant to President of the Chautauqua Institution, Chautauqua, N. Y.; Executive Secretary of Speakers' Division, U. S. Food Administration, 1918; Secretary Speaking Division, Committee on Public Information; Secretary to President Frank A. Vanderlip, National City Bank, 1919; in Foreign Department, National City Bank; became associated with Tamblyn and Brown in 1920.

Duncan Aikman—(In an advisory capacity.) Newspaper man of long experience. At present a special writer for The New York Evening Post. Served as reporter, special writer and Sunday Editor of the Springfield (Mass.) Republican; editorial writer and special writer on the New Orleans Item; rewrite man and special writer on the Philadelphia Public Ledger; London correspondent of the Edward Marshall Syndicate; in charge of newspaper publicity of the Eastern States Exposition at Springfield, Mass.; publicity director of the Community Chest Campaign, at Springfield, Mass., and of the International Y. M. C. A. Received his A.B. degree from Yale University in 1911 and joined

the Tamblyn and Brown staff in January, 1920.

H. R. Flintoff—Salesman and campaigner. Has had wide business experience in connection with various enterprises throughout the country. Saw extensive service with the American Expeditionary Forces overseas during the war. Joined the Tamblyn and Brown staff in December, 1919.

Ruth E. Alexander—A.B., Oberlin College, '15. Served as club director and organizer of the Y. W. C. A. at Manhattan, Kansas; recreation associate of the War Camp Community Service in the Camp Funston-Fort Riley District; contributor of stories, photographs and special articles to out-door and women's and children's magazines and to photographic and religious publications. Since January, 1920, engaged in organization and publicity work with Tamblyn and Brown, specializing in photographic publicity booklets.

Helen M. Collins—A.B., Smith College, '13. Served as house matron and parole officer of the Pennsylvania State Reformatory for Girls at Sleighton Farm, Darlingington, Pa.; Assistant Director of the

Springfield (Mass.) Girls' Club; Editor of the woman's page of the Springfield (Mass.) Union, and contributor to the dramatic, book and general news pages; publicity writer for the American Red Cross in its membership drive of 1919; feature writer for the campaign to recruit nurses of the National Organization for Public Health Nursing, and in charge of publicity of the Visiting Nurse Association of Brooklyn. Joined the firm's forces in May, 1920, and was engaged in Colgate Campaign publicity work.

Elizabeth Parvin Schumann — A.B., Barnard College, 1918. Research and editorial assistant to Charles Martyn, of Ward and Gow, 1919; contributor to Life and writer of fiction and essays for leading magazines and newspapers; joined Tamblyn and Brown staff in 1920 for research work and special publicity writing.

Miss Rose Gray—Barnard, '17. Office manager and acting Treasurer for the firm.

Miss Marion W. Strauch—Smith and Barnard, '17. In special charge of the preparation of lists, the mailing division, records and divisional offices.

Associated with Miss Gray and Miss Strauch, in the conduct of office detail, mailings, preparation of lists, and routine campaign work, is a staff of stenographers and typists, all carefully trained in the firm's special work and method, some of them veterans of thirty financial campaigns—a force that makes possible economical, accurate, and expeditious service.

Appreciations

Letters in appreciation of the service rendered by Tamblyn and Brown in money raising have been many. The files of such communications are always available to those interested. Two are given here as typical of those received during the past year.

Austin L. Babcock, Assistant Vice-President of the Guaranty Trust Company, and Chairman of the Finance Committee of the Colgate University Alumni Corporation's Endowment Campaign, wrote:

> Let me take this opportunity to say to you that I am very much pleased with the way that you have handled the organization and expenses of this campaign.
>
> While the results are not fully known, we already are assured of our goal and the

expenses within the original estimate, even though, as is usual in such cases, a good many "extras" have been authorized subsequent to the original survey. This success could not have been attained without your organization, over which you presided with the experience born of years accompanying an enthusiasm born of your loyalty to your Alma Mater. The combination was very effective, and we are very fortunate in having you at our disposal.

Miss Emilie Watts McVea, President of Sweet Briar College, Virginia, wrote this:

The firm of Tamblyn and Brown are conducting the Sweet Briar College Endowment Campaign, which is still in progress, in a manner satisfactory to the President and the Board of Trustees. Although the college is only 15 years old, and has only 110 actual graduates, $70,000 was raised in three Virginia cities. Committees of alumnae have been organized in nearly every important city of the country, and the campaign is steadily acquiring momentum and effectiveness.

The Season of 1920-21

The firm assumes only a limited number of contracts a year, and only those which afford every assurance that the money to be raised will be expended wisely.

Two open dates are available for the season of 1920-21.

Those interested are invited to lay their problems before the firm. Such consultation involves no obligation, financial or otherwise.

When desired, a representative of the firm will be sent to consult personally with executives or governing boards.

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